

Promotion:June Father's Day Event

Dates:6/7/20236/19/2023

Comparison Dates:6/8/20226/20/2022

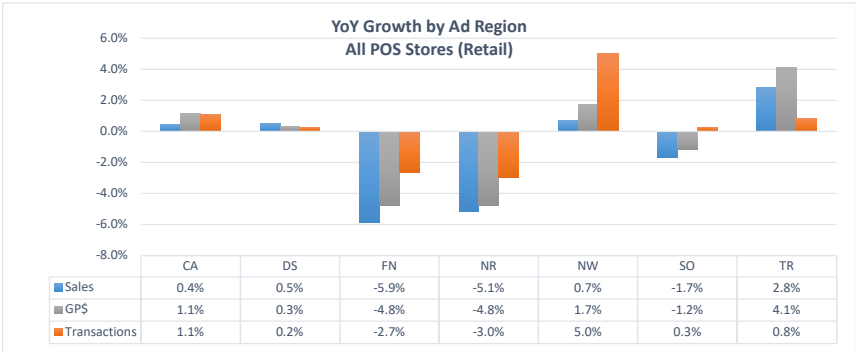
Duration:13 days



Total Store Sales Results for All POS Stores			Promoted Sales as a % of Total Sales
Topline Metrics		% Inc (Dec)	
Total Store Sales		-3.1%	7.3%
Gross Profit \$		-2.3%	
Gross Profit %		+32.0%	
Total Store Transactions		-1.0%	
Average Transaction \$		-2.1%	

*The 25% off coupon drove 68,903 transactions and nearly \$3.3M in sales.

25% off <\$50 or \$12.50 off >\$50		
Coupon	Per Store Avgs	Per Transaction Avgs
Store Count	3,230	
Transactions	21.3	
Transaction Sales	\$1,011	\$47.39
GP\$	\$312	\$14.63
GP%	30.9%	30.9%
Coupons Redeemed	21.4	1.0
Coupon Expense	-\$131.06	-\$6.14



Top 10 SKU Results*								
Sales:		Per Store Avg	YoY Variance		Units:	Per Store Avg	YoY Variance	
8037617	OUTDOOR GRIDDLE 4BURNER	\$1,065.65	-23.1%		7394711	NATURESCAPE MULCH BRN2CF	46.9	-26.9%
8863581	GRILL SPIRIT II E310 LP	\$847.79	3.3%		7394703	NATURESCAPE MULCH BLK2CF	44.2	-24.8%
8037616	GRIL GNSIS E-325S BLK LP	\$1,178.71	-0.1%		8039376	SUET PEANUT CRUNCH 11OZ	28.1	-11.0%
8037442	GRL GNSIS SAE325 INDG LP	\$1,283.65	-6.0%		8039379	SUET BERRY BLAST 11OZ	26.2	-14.6%
8030462	SMOKER IRONWOOD 885	\$1,468.99	-22.3%		8039377	SUET BIRD BLEND 11OZ	24.7	-11.7%
7301609	POTTING SOIL MIX MC 2CF	\$253.68	28.5%		8039378	SUET ORANGE BURST 11OZ	22.9	-12.3%
7637028	SMARTFLO MAXHOSE 5/8X100	\$224.85	61.7%		7036726	SALT SOFTNR SOLAR 40#	33.5	7.8%
8315087	ACE WILD BIRD FOOD 40LB	\$230.91	140.2%		7036692	WTR SOFTNR PELT 40#	29.6	3.9%
8016781	GRILL WOOD PELET PRO 575	\$843.04	-10.6%		7394695	NATURESCAPE MULCH RED2CF	22.6	-24.5%
7394711	NATURESCAPE MULCH BRN2CF	\$269.26	-14.5%		7301609	POTTING SOIL MIX MC 2CF	12.9	30.5%

Transactions:		Per Store Avg	YoY Variance	Gross Profit Dollars:		Per Store Avg	YoY Variance
8039379	SUET BERRY BLAST 11OZ	12.2	-4.0%	8037617	OUTDOOR GRIDDLE 4BURNER	\$330.73	-10.1%
8039377	SUET BIRD BLEND 11OZ	11.0	-3.1%	7301609	POTTING SOIL MIX MC 2CF	\$75.80	16.1%
8039378	SUET ORANGE BURST 11OZ	10.9	-4.6%	8863581	GRILL SPIRIT II E310 LP	\$171.61	26.6%
8039376	SUET PEANUT CRUNCH 11OZ	10.3	-5.7%	7394711	NATURESCAPE MULCH BRN2CF	\$78.95	-8.6%
8315087	ACE WILD BIRD FOOD 40LB	9.6	138.9%	8013984	PELLETS SGNTURE BLND 20#	\$57.16	11.0%
7301609	POTTING SOIL MIX MC 2CF	8.8	29.0%	8315087	ACE WILD BIRD FOOD 40LB	\$55.06	74.3%
7394711	NATURESCAPE MULCH BRN2CF	9.6	-19.0%	7394703	NATURESCAPE MULCH BLK2CF	\$74.59	-7.4%
8013984	PELLETS SGNTURE BLND 20#	6.2	5.6%	8037616	GRIL GNSIS E-325S BLK LP	\$207.14	-34.9%
7036726	SALT SOFTNR SOLAR 40#	9.0	9.1%	8123820	NUT&FRUIT BLEND 5LB	\$56.66	11.0%
7394703	NATURESCAPE MULCH BLK2CF	8.8	-16.7%	8037442	GRL GNSIS SAE325 INDG LP	\$233.18	-39.0%

Top 10 Offers*					
Sales:	Per Store Avg	YoY Variance	Units:	Per Store Avg	YoY Variance
Buy Weber Grill Get Frame Kit Free	\$1,847.95	-1.6%	Ace Brand Suet YC \$1.19	93.3	-11.0%
Blackstone BOGA Offer	\$966.60	-28.6%	June 23 2X RHB	72.3	-21.9%
Traeger Ironwood Offer	\$1,210.56	-24.5%	Naturescape Mulch 4 for \$20.00	93.4	-26.2%
June 23 2X RHB	\$493.38	-3.6%	Buy 3 get one free Ace Air Filters	58.7	-23.6%
June Map Drop	\$511.28	4.2%	Cargill Salt 7036692, 7036718, 7036726, 7225246	57.7	5.3%
Traeger Timberline Grills	\$2,517.15	-21.3%	Buy 4 Get 10% off Sauces, Rubs and Seasonings	36.3	22.6%
Traeger Pro Grills	\$1,162.44	-18.3%	June Map Drop	28.2	3.6%
Naturescape Mulch 4 for \$20.00	\$536.40	-13.7%	Morton Salt June 2023	68.8	-3.9%
Spirit \$ off Sale Retail	\$794.07	0.4%	\$2 Map Drop Traeger Sauces & Rubs	18.0	10.3%
Cargill Salt 7036692, 7036718, 7036726, 7225246	\$468.05	12.2%	RHB KT Songbird 7LB, KT Birders Blend 8LB & KT Nut and Fr	12.1	5.1%

Transactions:		Per Store Avg	YoY Variance	Gross Profit Dollars:		Per Store Avg	YoY Variance
June 23 2X RHB		39.4	-14.4%	June Map Drop		\$227.72	5.7%
Buy 3 get one free Ace Air Filters		25.8	-28.1%	June 23 2X RHB		\$199.15	2.3%
June Map Drop		22.4	5.7%	Blackstone BOGA Offer		\$298.43	-17.1%
Buy 4 Get 10% off Sauces, Rubs and Seasonings		23.3	21.4%	Buy 3 get one free Ace Air Filters		\$183.66	-16.0%
Ace Brand Suet YC \$1.19		19.1	-1.7%	Buy Weber Grill Get Frame Kit Free		\$333.61	-35.2%
Naturescape Mulch 4 for \$20.00		19.2	-18.4%	Buy 4 Get 10% off Sauces, Rubs and Seasonings		\$163.46	14.2%
Cargill Salt 7036692, 7036718, 7036726, 7225246		16.3	5.8%	RHB KT Songbird 7LB, KT Birders Blend 8LB & KT Nut and Fr		\$131.70	8.4%
RHB KT Songbird 7LB, KT Birders Blend 8LB & KT Nut and Fruit 5LB BOGC		11.0	4.5%	Naturescape Mulch 4 for \$20.00		\$158.06	-7.9%
\$2 Map Drop Traeger Sauces & Rubs		11.4	11.8%	Pocket Hose Deal		\$120.10	-2.4%
Pocket Hose Deal		10.6	-0.3%	Traeger Timberline Grills		\$495.95	-38.7%

Instant Savings				Top 10 Instant Savings Items (OFFER):		IS Value	IS Quantity
Instant Savings:		Total	Per Store Avg	Naturescape Mulch 4 for \$20.00		\$289,020	289,022
Store Count		4,224		Triazicide® FINAL \$6.99 Y/C Offer		\$110,534	37,258
Instant Savings Units Sold		570,825	135.1	Miracle Gro 2CF Potting Mix Final \$15.99 Offer		\$68,048	34,022
Instant Savings Dollar Value		\$2,772,508	\$656.37	RoundUp Any Wand, Save \$10		\$197,515	29,246

Top 5 Instant Savings Items (SKU):		IS Value	IS Quantity
7394711	NATURESCAPE MULCH BRN2CF	\$131,774	131,775
7394703	NATURESCAPE MULCH BLK2CF	\$104,808	104,808
7394695	NATURESCAPE MULCH RED2CF	\$52,439	52,439
7301609	POTTING SOIL MIX MC 2CF	\$67,224	33,610
7317464	WEED&GRASS KILLER 1.1GAL	\$197,515	29,246

Naturescape Mulch 4 for \$20.00		\$289,020	289,022
Triazicide® FINAL \$6.99 Y/C Offer		\$110,534	37,258
Miracle Gro 2CF Potting Mix Final \$15.99 Offer		\$68,048	34,022
RoundUp Any Wand, Save \$10		\$197,515	29,246
\$1 Off Miracle Gro Garden Soil		\$28,187	28,187
Cutter FINAL \$3.99 Y/C Offer		\$47,591	23,795
Cutter® Fogger 2 for \$14.00 Offer		\$45,641	15,214
Energizer Max IS for CU 3495116		\$26,786	13,393
June ACE Brand Smart FLO Max 100' Promo		\$121,600	12,159
June ACE Brand Smart Flo Max 50' Promo		\$59,175	11,835

*POS Transmitting Stores